

**ORDER**

KSNV

**Orders**

Order / Rev: **103544**  
 Alt Order #: 06829899  
 Product Desc: HELLER FOR SENATE  
 Estimate:  
 Flight Dates: 08/22/12 - 08/28/12  
 Original Date / Rev: 06/26/12 / 06/26/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Strategic Media Services, Inc.  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Heller, Dean for U.S. Senate  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$23,500.00	\$19,975.00	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$37,100.00</b>	<b>\$31,535.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
				M-F 5-6a WakeUp w/Wagners											

**NEWS**

Start Date End Date Weekdays Spots/Week Rate Rating

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$400.00		0.00			
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$400.00		0.00			
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$700.00		0.00			
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$700.00		0.00			
E 5	KSNV	08/23/12	08/23/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$1,400.00		0.00			
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$1,400.00		0.00			
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$500.00		0.00			
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W-F--					2	\$500.00		0.00			
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$325.00		0.00			
E 11	KSNV	08/27/12	08/28/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$425.00		0.00			
E 12	KSNV	08/23/12	08/24/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$425.00		0.00			
E 13	KSNV	08/22/12	08/24/12		CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News															
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
E 14	KSNV	08/27/12	08/28/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					4	\$1,000.00		0.00			
E 15	KSNV	08/27/12	08/28/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$1,000.00		0.00			
E 16	KSNV	08/22/12	08/24/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,000.00		0.00			
E 17	KSNV	08/22/12	08/24/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$800.00		0.00			
E 18	KSNV	08/27/12	08/28/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----					2	\$800.00		0.00			
E 19	KSNV	08/23/12	08/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$1,100.00		0.00			
E 20	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$1,100.00		0.00			
E 21	KSNV	08/25/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS					2	\$1,100.00		0.00			
E 22	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$350.00		0.00			
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS					2	\$650.00		0.00			
E 24	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$625.00		0.00			
E 25	KSNV	08/26/12	08/26/12		CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00

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Alt Order #:	06829899
Flight Dates:	08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate  
Product Desc: HELLER FOR SENATE  
Estimate: \_\_\_\_\_

**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S		1		\$400.00		0.00					
													Totals	50	\$37,100.00